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CERTIFIED FOOD COLORS

NATIONAL U.S.A. COLORS

NATIONAL ANILINE & CHEMICAL CO.
INCORPORATED
NEW YORK

Class TX571
Book C7N2
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"NATIONAL" CERTIFIED FOOD COLORS

Certified to the Bureau of Chemistry
Department of Agriculture

NATIONAL ANILINE & CHEMICAL COMPANY, INC.
Executive Offices: 21 BURLING SLIP, NEW YORK

BRANCH OFFICES:

BOSTON—113 High Street
CHARLOTTE—236 W. First Street
CHICAGO—111 W. Washington Street
HARTFORD—209 State Street
MONTREAL, 8 Place Youville
PHILADELPHIA—653 N. Broad Street
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"NATIONAL" CERTIFIED FOOD COLORS

The tintings in this card illustrate a few of the great variety of the shades which may be obtained by the use of "NATIONAL" Certified Food Colors.

"Certified" Colors may be used in food without objection from the Department of Agriculture, provided the use of the color in food does not conceal damage or impurity.

"Uncertified" coal-tar dyes are likely to contain arsenic and other poisonous materials, which, when used in foods, may render them injurious to health and therefore adulterated under the law.

All "NATIONAL" Food Colors manufactured by the National Aniline & Chemical Company, Inc., are "Certified" to government formulae and approved by the Bureau of Chemistry, United States Department of Agriculture, thus insuring the trade a pure and uniform product. Because of their superior quality, "NATIONAL" Certified Food Colors are used by the most particular producers of food stuffs, confectionery, beverages and ice cream.

"Primary" or basic colors, when certified, are made according to government specifications or formulae.

"Secondary" shades or blends are combinations of primary colors, but the importance of their also being certified is too frequently overlooked.

"NATIONAL" secondary shades are actually certified as such. In other words, the original primary colors are certified to government requirements and the final secondary shades or blends are again certified.

Strength in "Certified" Food Colors means economy in use.

Brilliancy of color insures attractive appearance in food products.

Uniformity in our product means uniformity in the color of food stuffs and prevents the necessity of changing recipes.

AFTER MAY 1st, 1922, the Executive Offices of the

NATIONAL ANILINE & CHEMICAL CO., Inc.

will be located at

40 RECTOR STREET, NEW YORK CITY

The "NATIONAL" Certified Primary Colors manufactured by the National Aniline & Chemical Company, Inc., are as follows:

NATIONAL AMARANTH No. 107 - *Certified*
NATIONAL PONCEAU 3R No. 56 - *Certified*
NATIONAL ERYTHROSINE No. 517 - *Certified*
NATIONAL TARTRAZINE No. 94 - *Certified*
NATIONAL LIGHT GREEN SF YELLOWISH No. 435 - *Certified*
NATIONAL SODIUM INDIGO DISULFONATE No. 692 - *Certified*
NATIONAL ORANGE I No. 85 - *Certified*
NATIONAL YELLOW AB - *Certified*
NATIONAL YELLOW OB - *Certified*

In some instances the primary colors do not produce the exact shades required. For such cases mixtures or blends are made, which are designated as secondary shades. The list of secondary colors is given below:

"NATIONAL" CERTIFIED FOOD COLORS

Secondary, or Blended Shades

NATIONAL JONQUILINE - *Certified*.....*Cream Shade*
NATIONAL SITRO - *Certified*.....*Lemon Shade*
NATIONAL SOLONA - *Certified*.....*Dark Yellow Shade*
NATIONAL MONGOLA - *Certified*.....*Egg Shade*
NATIONAL YOLCONE - *Certified*.....*Egg Special Shade*

NATIONAL TOKI - *Certified*.....*Yellow-Orange Shade*
NATIONAL BURNO - *Certified*.....*Reddish Orange Shade*

NATIONAL CARNATA - *Certified*.....*Carnation Shade*
NATIONAL ROSEA - *Certified*.....*Rose Shade*

NATIONAL BORDORINE - *Certified*.....*American Beauty Shade*
NATIONAL CEYLENE - *Certified*.....*Raspberry Shade*
NATIONAL KERINE - *Certified*.....*Light Red Shade*
NATIONAL RAJAH - *Certified*.....*Peach Shade*
NATIONAL RUBALINE - *Certified*.....*Currant Shade*
NATIONAL SULTA - *Certified*.....*Strawberry Shade*
NATIONAL BENGA - *Certified*.....*Cherry Shade*
NATIONAL VINTA - *Certified*.....*Wine Shade*

NATIONAL CELETINE - *Certified*.....*Bright Blue Shade*
NATIONAL SAFFIRA - *Certified*.....*Dark Blue Shade*

NATIONAL MYRTINE - *Certified*.....*Pistachio Green Shade*
NATIONAL MINTA - *Certified*.....*Leaf Green Shade*

NATIONAL CONCORA - *Certified*.....*Deep Grape Shade*
NATIONAL PERIGEE - *Certified*.....*Grape Shade*
NATIONAL PLUMNA - *Certified*.....*Plum Shade*

NATIONAL NOKA - *Certified*.....*Chocolate Shade*
NATIONAL RANA - *Certified*.....*Coffee Shade*
NATIONAL NUTTA - *Certified*.....*Nut Brown Shade*

All the Primary Colors (with the exception of National Yellow AB - *Certified* and National Yellow OB - *Certified*), and all the Secondary Colors are soluble in water. National Yellow AB - *Certified*, and National Yellow OB - *Certified*, are oil soluble, and are used for coloring food products such as butter, oleo-margarine and cheese.

Suggestions for the use of

"NATIONAL"

CERTIFIED FOOD COLORS

Use sufficient soft water (preferably distilled) to completely dissolve the color. This quantity will vary from three to eight ounces of color to one gallon of water according to the type.

Stir the mixture until solution is complete.

The application of heat facilitates dissolving. Boiling violently is unnecessary. Raise the temperature from 150 to 180 degrees Fahrenheit, stirring continuously until color is completely dissolved.

The use of high open flames is to be avoided because of the danger of overheating the container and scorching the color on its exposed portion.

Careful observance of the above will avoid the appearance of particles or moats of undissolved color which sometimes float in the solution for several hours.

The difficulty of undissolved portions may also be overcome by first preparing the dry color into a smooth paste by mixing with cold water and stirring thoroughly in order to completely wet every particle of color. If this is done, a clear, uniform solution can be obtained.

The use of porcelain, good quality enamel, or glassware is recommended. Avoid use of metals.

For storage of solutions, similar ware is preferable, but clean cypress tanks or stout oak barrels may be used, provided they are kept scrupulously clean.

Solutions kept in storage should be protected from direct sunlight, dust, dirt and contamination. Evaporation should be prevented.

When sugar or other fermentable substances are added, the usual precautions must be observed to prevent fermentation or decomposition. Change of color in a solution may be taken as an indication of either condition in some form, due to the color being affected. Frequently the addition of any common or approved preservative, such as benzoate of soda, will prevent fermentation, etc.

Solutions prepared and handled according to the foregoing directions and not exposed to harmful influences, may be kept indefinitely.

Stock solutions of National Yellow AB - *Certified*, or National Yellow OB - *Certified*, may be prepared by dissolving the color in the ratio of four ounces of color to one gallon of olive or cotton-seed oil at about 150° F.

EXPLANATORY

When examining this card, please observe that there are three ways of looking at the colors.

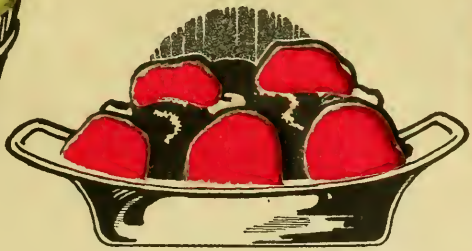
(1) By holding the card as you would hold a regular book.

(2) By holding a color-page to the light (for clear liquid tests, for instance).

(3) By holding both a color-page and one of the plain interleaves, pressed together, to the light (for the purpose of observing semi-transparent conditions).

By one of these three methods it is found that almost any effect desired may be visualized.

National Myrtine
Certified



National Erythrosine — *Certified*

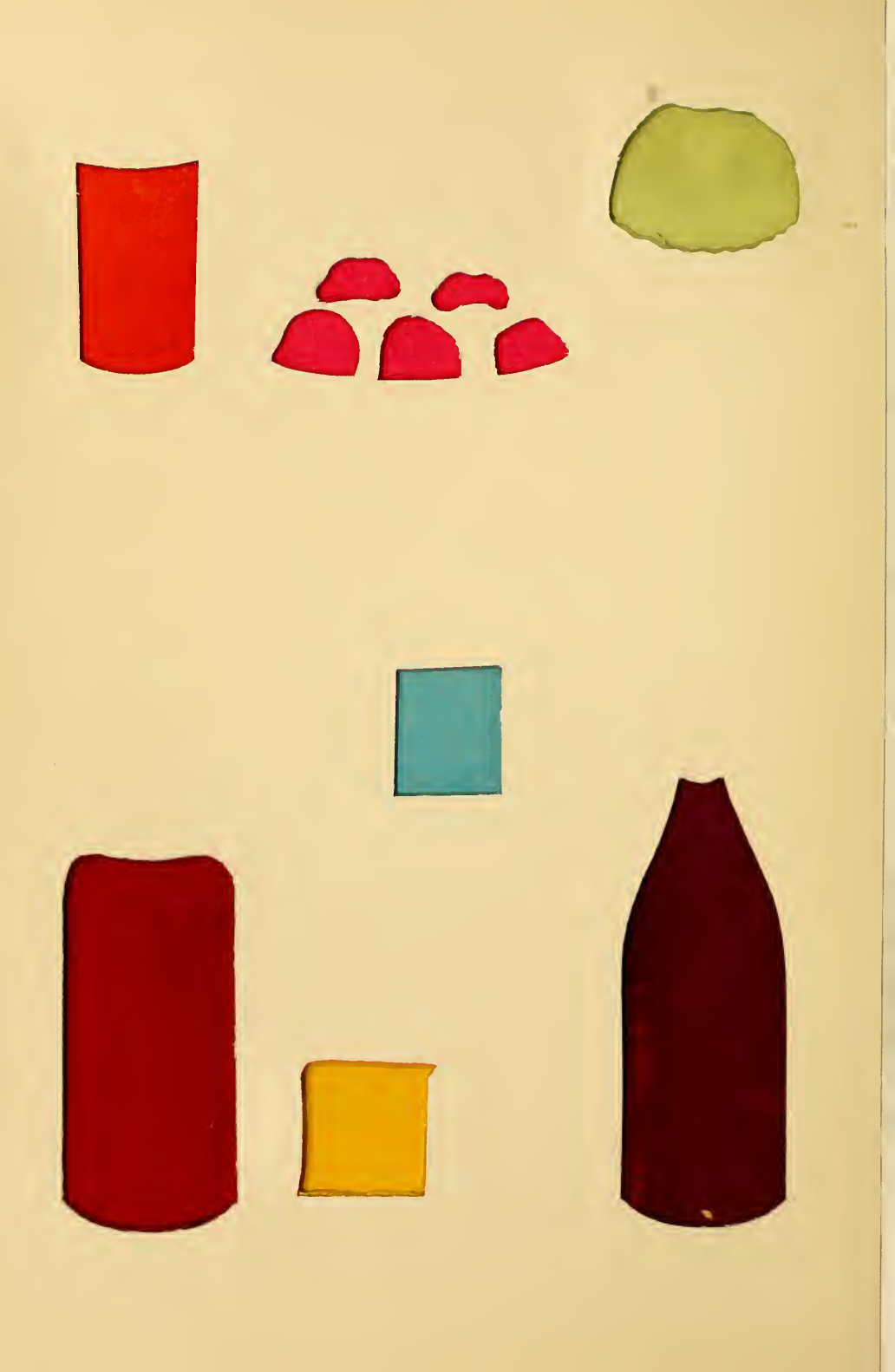
National Orange I
Certified

National Celetine — *Certified*

National Perigee
Certified

National Mongola — *Certified*

National Sulta
Certified



National Amaranth - No. 107 - *Certified*

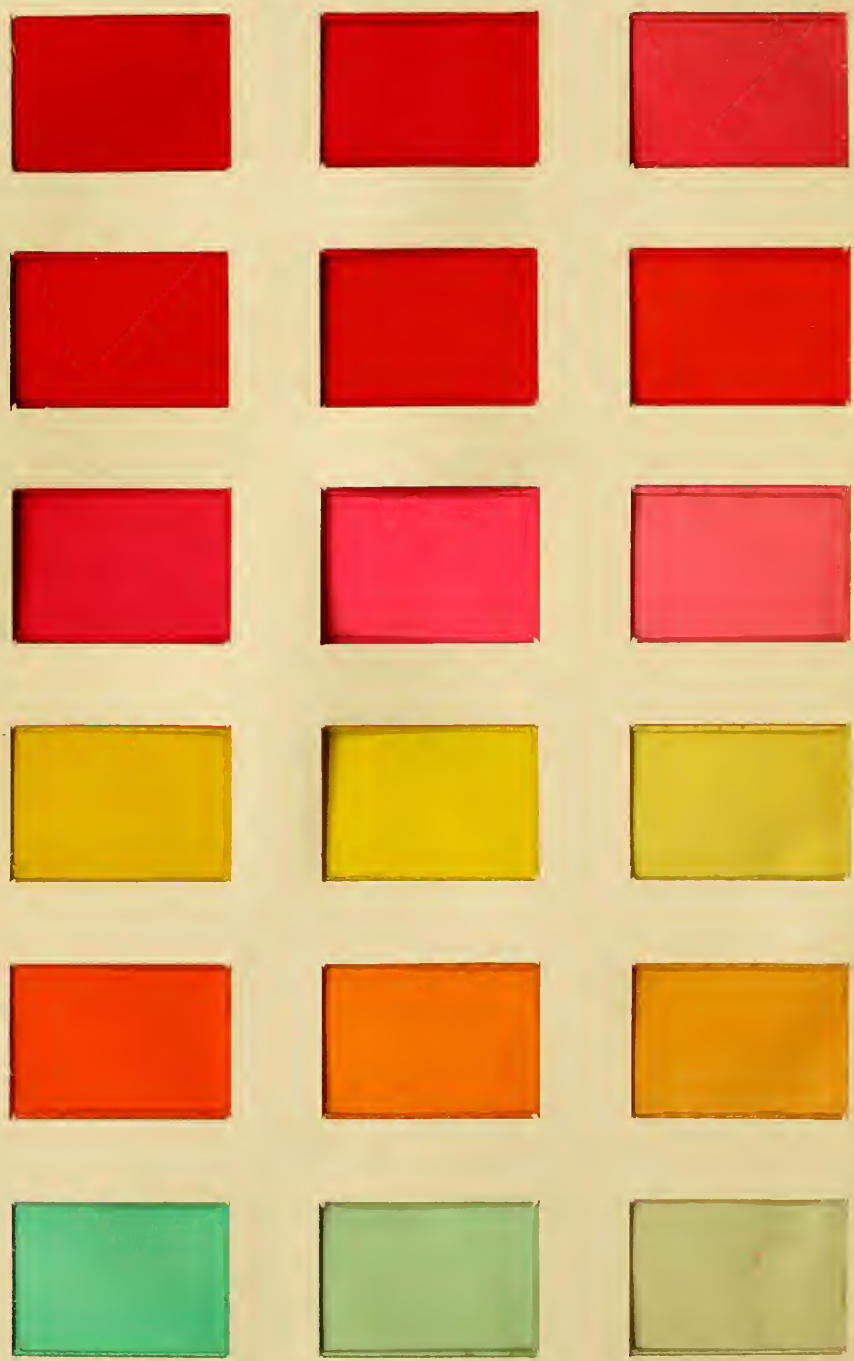
National Ponceau 3R - No. 56 - *Certified*

National Erythrosine - No. 517 - *Certified*

National Tartrazine - No. 94 - *Certified*

National Orange I - No. 85 - *Certified*

National Light Green SF Yellowish - No. 435 - *Certified*



National Sodium Indigo Disulfonate - No. 692 - *Certified*

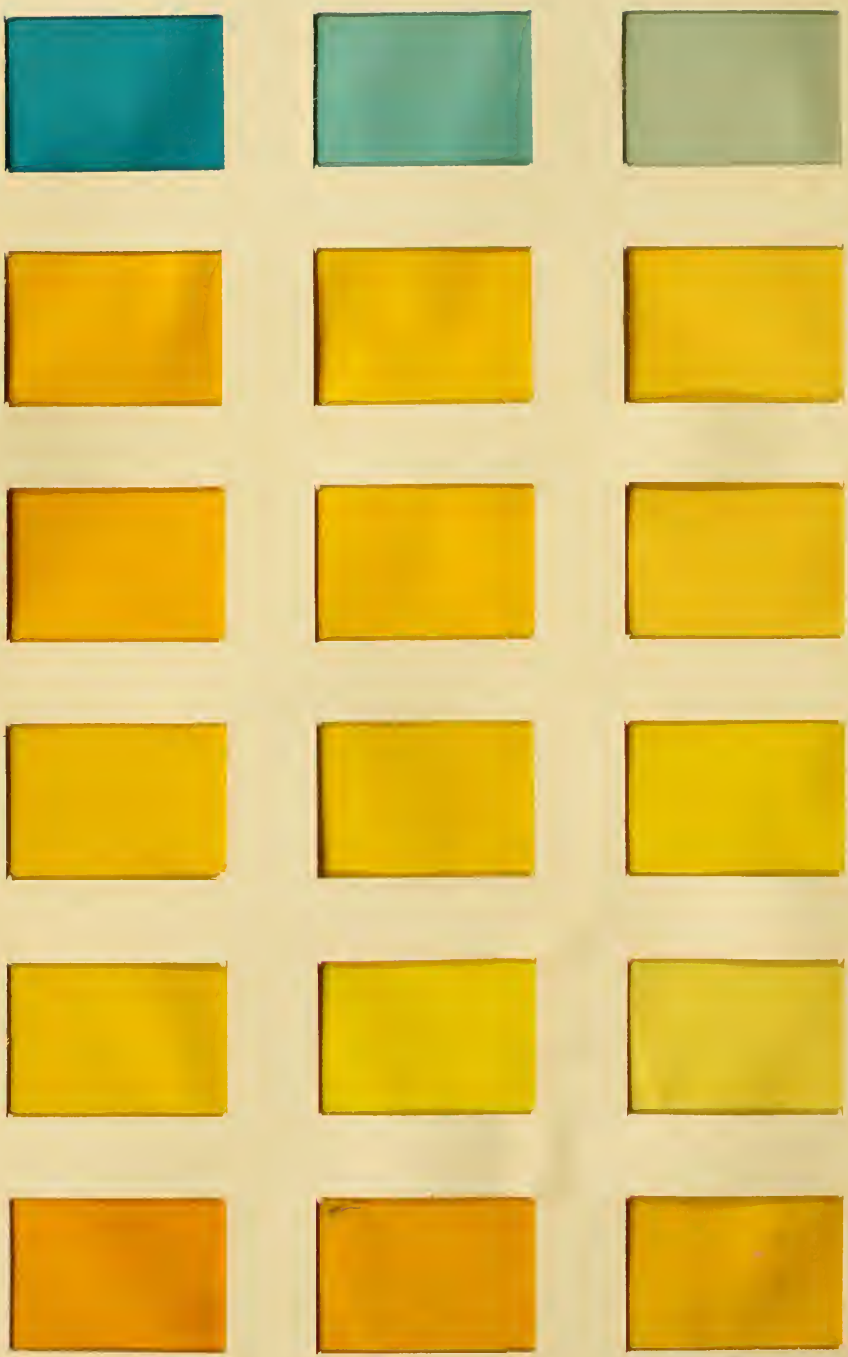
National Yellow AB - *Certified*

National Yellow OB - *Certified*

National Jonquiline - *Certified*

National Sitro - *Certified*

National Solona - *Certified*



National Mongola - *Certified*

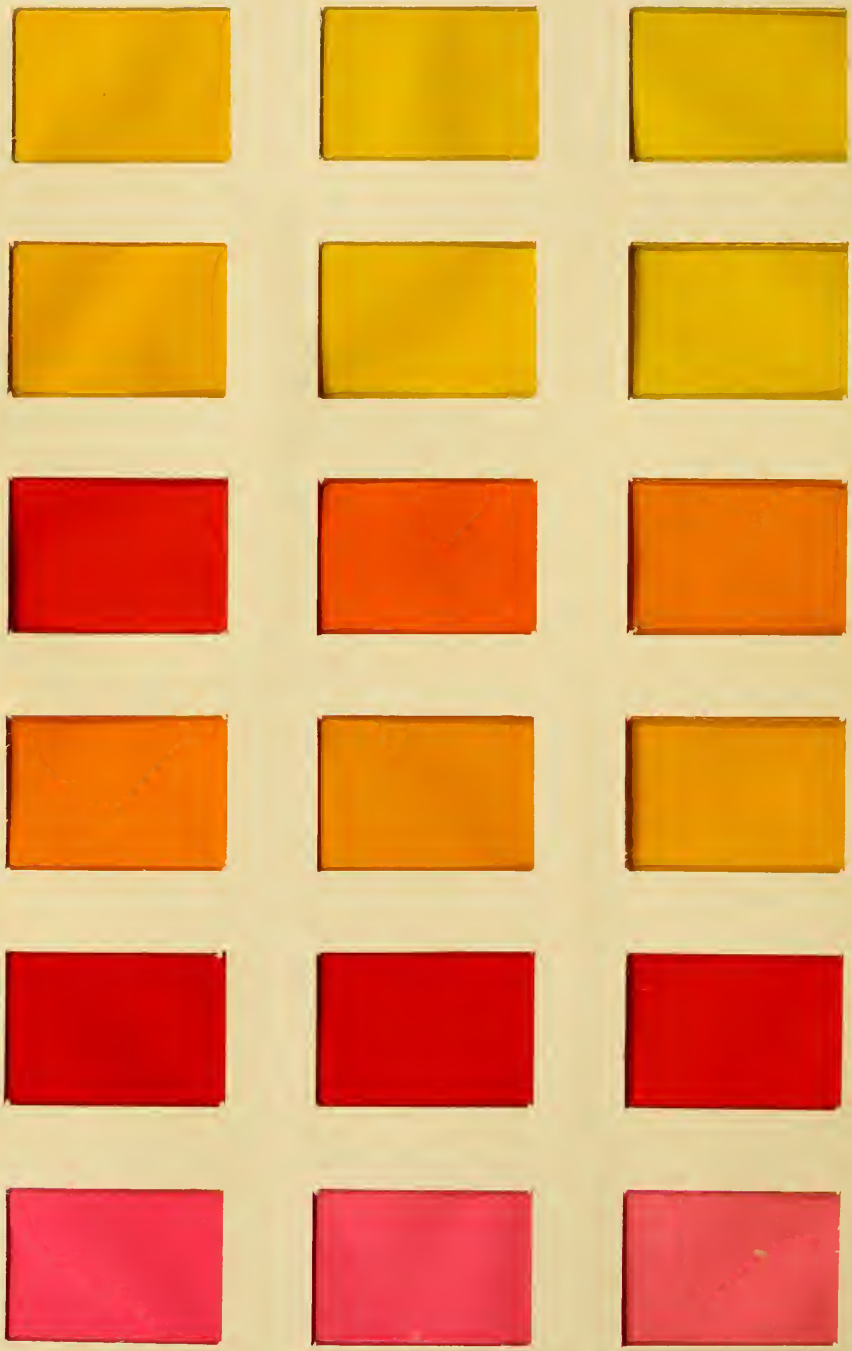
National Yolcone - *Certified*

National Burno - *Certified*

National Toki - *Certified*

National Kerine - *Certified*

National Carnata - *Certified*



National Rosea - *Certified*

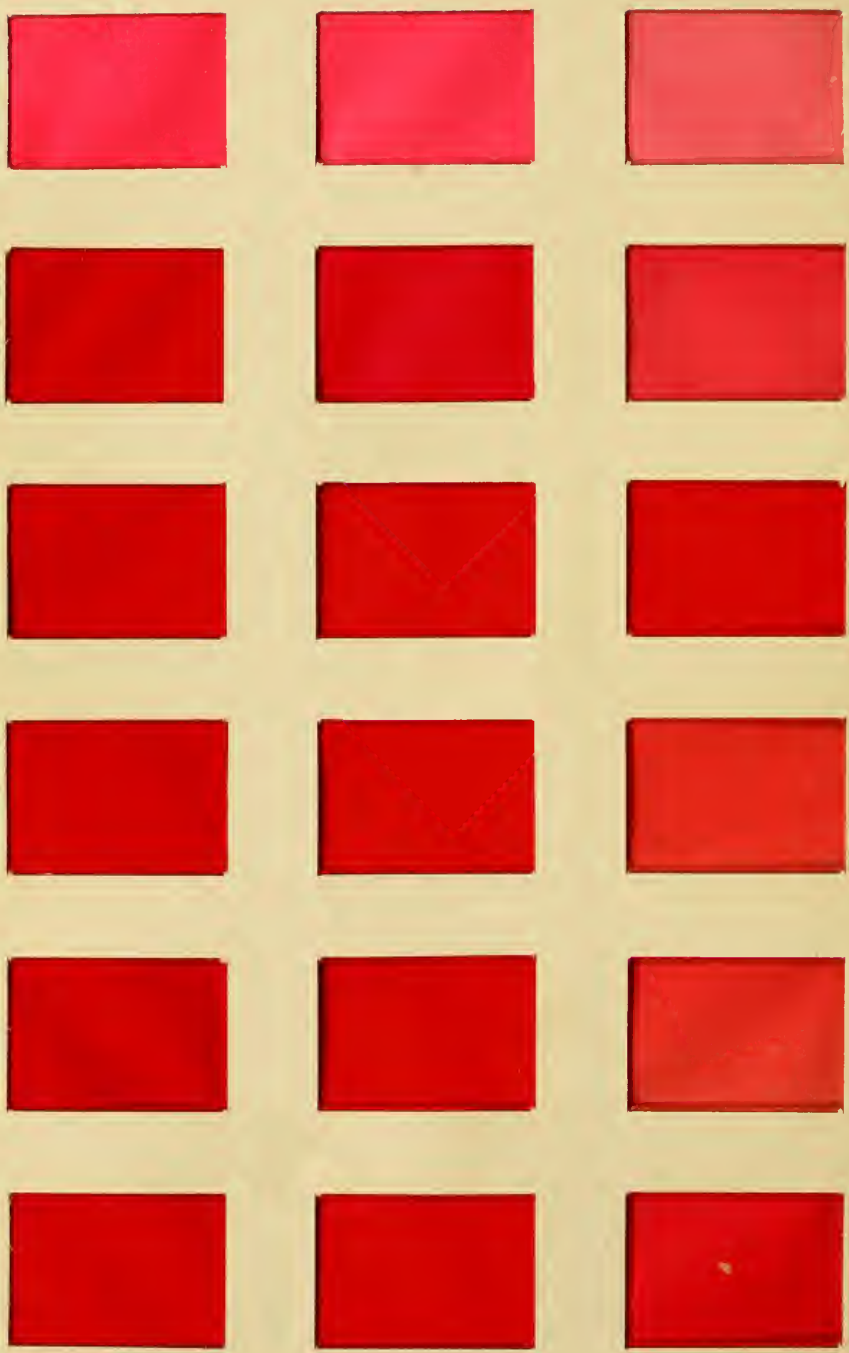
National Bordorine - *Certified*

National Rubaline - *Certified*

National Sulta - *Certified*

National Rajah - *Certified*

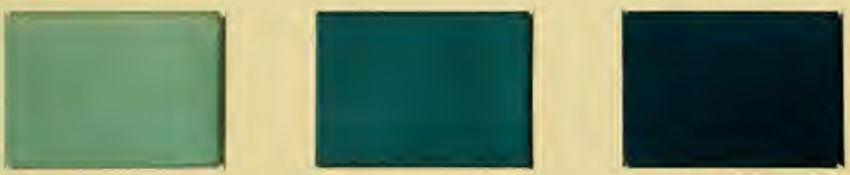
National Ceylene - *Certified*



National Benga - *Certified*

National Vinta - *Certified*

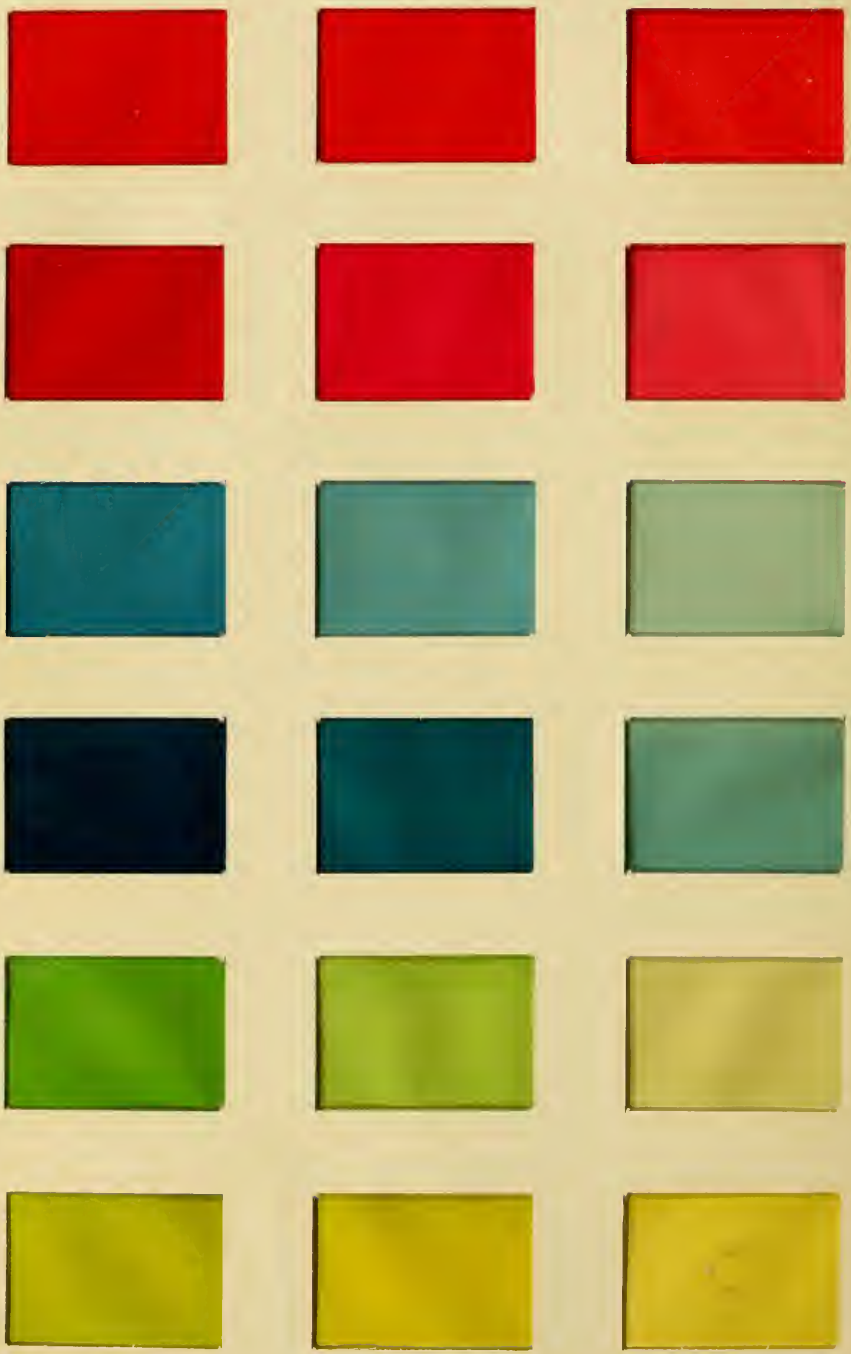
National Celetine - *Certified*



National Saffira - *Certified*

National Myrtine - *Certified*

National Minta - *Certified*



National Concora - *Certified*

National Perigee - *Certified*

National Plumna - *Certified*

National Noka - *Certified*

National Rana - *Certified*

National Nutta - *Certified*

Buffalo

Marcus Hook

The Plants owned and operated by the

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21 Burling Slip, New York

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